

How to Create a LinkedIn Profile Prospects Will “Connect” With

Before you begin to build your personal brand on LinkedIn, be sure your profile looks its best. Keep your connections and followers engaged by letting them know what *you* are engaged in—from your current role to outside activities that reflect what’s important to you, as well as any training, certification, or education that you’ve recently completed. And don’t forget to check these essential boxes, too:

- Update your **profile photo** with a recent professional headshot
- Add a relevant **banner photo** to your profile to help you stand out
- Write a **profile summary** that highlights what you do and why it’s important
- Connect with contacts in your address book to grow your network, and **connect with the right people**

ENSURE A GOOD FIRST IMPRESSION WITH A STRONG PROFILE.

If you haven’t looked at or updated your profile in a while, now is the perfect time to revisit it. Why? Because:

- Your profile summary can play an important role in showcasing your expertise and helping open doors to new opportunities.
- It can convey your personal brand and the “purpose” that sets you apart from the crowd.
- Every time you make a change to your profile, your entire network will be notified— that’s an automated connection you don’t have to make yourself.

Let’s review the best way to optimize your profile so it does some legwork for you.

BEFORE YOU WRITE A SINGLE WORD, ASK YOURSELF: WHO’S THE AUDIENCE?

Focus on who will be reading your summary:

- What are their needs and concerns?
- What do you want them to learn about you?
- What inspires you to make a difference for your clients?

Take time to think carefully about these questions. The upfront thinking you do here will make writing your profile summary easier in the long run, particularly when it’s time to decide which of your strengths and experiences are most important to highlight.

KEYWORDS, KEYWORDS, KEYWORDS—USE THEM SMARTLY.

LinkedIn picks up keywords in your summary and uses them to serve you up to potential new connections. Do a quick Google search on keywords for your particular offering and sprinkle them liberally throughout your summary. For example, “retirement plans”, “financial advisor”, and “tax-favored savings” are phrases that may resonate with the audience you want to reach.

SAY A THOUSAND WORDS WITH YOUR PROFILE PIC.

Your profile photo needs to be high-resolution, head and shoulders, preferably taken in Portrait mode on the iPhone—or even professionally, if you have the time.

- If you haven't updated your pic in more than five years, now's the time.
- Your photo starts the Know-Like-Trust cycle by showing that you're friendly, professional, and ready to chat.
- Avoid posting selfies, funny photos, pics that don't fit in the 400 x 400 dimensions, and full-length photos.

MAKE IT A BANNER DAY.

Banners can convey who you are and what you're about without saying a word, providing one more layer to that all-important first impression for potential clients.

- Ask your employer if they have a banner template you can use with your profile or if one can be created—it's a great way to showcase your organization's brand.
- If your company doesn't have a banner, or if you are the business owner, use a site like [canva.com](https://www.canva.com) or [linkedinbackground.com](https://www.linkedinbackground.com) to create a custom banner for your profile.

MAKE THE RIGHT CONNECTIONS.

Now that your profile is in tip-top shape, connect with the contacts in your address book to grow your network. And just as important as building the number of connections is being sure you are connecting with the right people.

You're ready to start prospecting! Check out "[Prospecting in 10 Minutes a Day on LinkedIn](#)" to learn how to make the most of your time on LinkedIn.

LET US HELP YOU GROW.

As a leading national third-party administrator (TPA), we have the in-depth retirement plan expertise to deliver seamless solutions for every type of plan. Let us help you [grow your practice](#) and stay connected with us on [LinkedIn](#) for more practice management ideas, tools, and strategies.